**Mobilizing Children and Youth in the One Planet Network to Support Implementation of the Global Strategy on Sustainable Consumption and Production**

**Call for Proposals**

1. **The Role of Youth in Advancing SCP**

Sustainable Consumption and Production (SCP) refers broadly to "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations.”[[1]](#footnote-30307)

The world's young people – who make up the largest generation of youth in history – can lead a global drive to break the patterns of the past and set the world on course to a more sustainable future. United Nations Secretary-General António Guterres said that “*we need to make youth participation the norm, rather than the exception, across decisions, policies and investments*”[[2]](#footnote-26327), echoing the UN’s former Secretary-General stating that youth, with their creativity and idealism, are the key to delivering the goals of the new UN sustainability agenda. Youth are already influencing how the world produces, distributes and consumes while driving green entrepreneurship by designing sustainable products and services. Youth are strong and effective advocates of recycling, reusing and limiting waste, and they are leading technological innovations to foster a resource-efficient economy.[[3]](#footnote-23769)

As conscious consumers, young people, if well informed, are at the forefront of a shift toward more fair, equitable and sustainable consumption patterns and sustainable lifestyles. They hold purchasing power in areas like fashion, mobility, tourism, food, technology, and leisure. In a world stretched thin for resources and under the threat of global biodiversity loss and climate change, our lifestyles decisions are putting the planet at risk. We need targeted action. Social media content plays a key role in building opinions of the masses. Many young social media influencers have begun communicating about sustainable lifestyles, making it the new buzz word. Youth are highly motivated to get educated, aware, and informed of ways in which they can act as agents of change towards SCP.[[4]](#footnote-10920)

1. **About the 10-Year Framework of Programmes on Sustainable Consumption and Production**

The 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), adopted in 2012 at the United Nations Conference on Sustainable Development (Rio+20), is a global commitment endorsed by 193 UN Member States to accelerate the shift towards sustainable consumption and production (SCP) across all regions and sectors.

As part of the 2030 Agenda for Sustainable Development, the 10YFP is integral to achieving Sustainable Development Goal 12 (SDG 12) on "Responsible Consumption and Production," with a specific focus on SDG 12.1. It serves as a universal framework for decoupling economic growth from environmental degradation, addressing the root causes of the triple planetary crises of climate change, biodiversity loss, and pollution.

The 10YFP is implemented through the One Planet Network (OPN), a multi-stakeholder partnership driving systemic transformations and fostering international collaboration to align consumption and production patterns within planetary boundaries, ensuring sustainable development for present and future generations. OPN catalyzes cooperation among governments, civil society, and the private sector, scaling and increasing the impact of SCP efforts. Together, the 10YFP and OPN provide the foundation for broadening, strengthening, and transforming international action on SCP.

1. **Purpose of the call**

The One Planet Network aims to strengthen meaningful engagement in environmental governance and accelerate change in high-impact sectors (e.g. food, fashion, mobility, cosmetics, plastics...) by leveraging the power of youth and digitalization.

On the road to UNEA and the Social Summit, this call aims to collect creative, innovative and impactful proposals from youth to:

1. **Increase awareness raising** on sustainable consumption and production challenges,
2. **Promote innovative and effective solutions** to address such challenges and **foster cooperation for action**,
3. **Strengthen partnerships and cooperation** to equip young people and vulnerable groups with the new skill sets necessary for a just transition to a more sustainable future,
4. **Accelerate a global movement of change** on sustainable consumption and production.

**4. Priority areas for project proposals**

Eligible project proposals should support the implementation of SDG 12 on sustainable consumption and production, driving measurable change in three priority areas (using SMART indicators):

1. Consumer Information
2. Sustainable Lifestyles and Skills
3. Sustainable Food systems

Consumer Information

Project ideas should drive meaningful change and support the achievement of the following impacts:

* **Knowledge & Advocacy for Consumers’ Rights to Information and Sustainable Products**: Empower young consumers to increase awareness on the environmental impacts of their consumption habits, by amplifying existing knowledge, tools and resources from the Consumer Information programme on [ecolabels](https://www.oneplanetnetwork.org/programmes/consumer-information-scp/ecolabels), [product sustainability information](https://www.oneplanetnetwork.org/programmes/consumer-information-scp/product-sustainability-information), [product lifetime](https://www.oneplanetnetwork.org/programmes/consumer-information-scp/product-lifetime-extension) and [biodiversity](https://www.oneplanetnetwork.org/programme/ci-scp/biodiversity-consumption), through engaging and ludic means.
* **Capacity Building & Engagement**: Empower youth to make more informed choices when purchasing products and services, by sourcing, promoting and disseminating relevant solutions (e.g. credible green labels, awareness raising campaigns, advocating for regulation and access for reliable consumer information) and key initiatives to engage in.

Sustainable Lifestyles and Skills

Project ideas should drive meaningful change and support the achievement of the following impacts:

* **Knowledge & Advocacy**: Promote sustainable lifestyles solutions across high-impact sectors (e.g. food, fashion, mobility, cosmetics, plastics, electronics...)[[5]](#footnote-18260) leveraging the power of digital tools to trigger a massive movement of change among youth; socializing existing knowledge, tools and resources from UNEP/10YPF (e.g. [The Sustainable Lifestyles Action Academy](https://www.unep.org/resources/e-learning/sustainable-lifestyles-action-academy), [My Sustainable Lifestyles Challenge in partnership with UNSSC](https://www.unssc.org/courses/my-sustainable-lifestyles-challenge), [Recipe of Change](https://www.unep.org/recipe-change-campaign), The Good Life Goals Business Guide, [UNEP-UNESCO YouthXchange,](https://www.unep.org/resources/publication/youth-xchange-green-skills-and-lifestyles-guidebook) [The Anatomy of Action](https://www.oneplanetnetwork.org/programmes/sustainable-lifestyles-education/anatomy-of-action), [The Good Life Goals](https://www.oneplanetnetwork.org/programmes/sustainable-lifestyles-education/good-life-goals), [Knowledge center](https://www.oneplanetnetwork.org/programmes/sustainable-lifestyles-education/knowledge-centre)...), to improve knowledge and data, trigger action to adopting the one health approach, and address shared prosperity.
* **Engagement and Enabling conditions**: Engage youth in developing innovating solutions to embrace sustainable lifestyles, with focus on high impact sectors, e.g. food, mobility, housing, travel, etc. Examples: through impactful and scalable campaigns/challenges in social media, promoting solutions making sustainable lifestyles affordable, accessible, and inclusive, through the establishment of an institutional dialogue between youth groups and Member states to promote enabling conditions to make sustainable lifestyles the norm.
* **Skills development**: Enhance skills development to accelerate the shift to sustainable lifestyles, through partnerships with universities, hardwiring nature and climate into their mindsets, curriculums, values and skillsets to build the capabilities needed for young people to carry this into the workforce, into their communities and into their everyday lives. Leverage and amplify the impact of existing initiatives and platforms set up by the One Planet Network, such as the [Green Jobs for Youth Pact](https://www.unep.org/explore-topics/education-environment/what-we-do/green-jobs-youth-pact) and the university network created around the topic of lifestyles and skills in Central Asia and LAC for example.

Sustainable Food systems

Project proposals should drive meaningful change and support the achievement of the following impacts:

* **Knowledge and Advocacy:** 
  + Promote the uptake of SFS Programme Knowledge Hub resources and tools among global and national stakeholders.
  + Represent the Youth Voice in the shaping of the emerging OPN flagship initiative on leveraging sustainable public procurement to advance sustainable food systems, with a current focus on school meals.
  + Act as a multiplier by supporting the SFS Programme through communication activities (social media).
* **Engagement & Capacity Building**:
  + Promote concrete actions and solutions to reduce food waste and adopt more low carbon and healthy diets.
  + Participate in relevant working groups of the SFS Programme and attend the SFS Programme’s Multi-stakeholder Advisory Committee meetings with observer status.

Eligible project ideas should be creative, inspiring, action-oriented and impactful, empowering youth to make informed decisions towards sustainable lifestyles, driving change within their sphere of influence.

One organization is encouraged to apply for several projects under this call.

1. **Eligibility Criteria**

A youth-led organization[[6]](#footnote-14288) is eligible to apply for this call for proposal provided that it meets the eligibility criteria below.

* **Applicants should be a legally registered, non-governmental, non-profit youth-led organization or youth-led social enterprise.** *The applicant will be required to submit proof of their legal registration.*
* **Applicants should have contractual capacity and have been in existence for at least two calendar years before the deadline for submission for applications.** *The applicant will be required to submit proof of their legal registration.*
* **Applicants should demonstrate a minimum of 3 years' experience in sustainable consumption and production, particularly in the priority areas of the call – consumer information, sustainable lifestyles and skills, and food systems – demonstrated with clear examples of at least 3-5 programmes/projects on national, regional and/or global scale within each priority area.** *Applicant to provide website/webpages/award of contracts/letter of completion from the clients with information on above projects, and/or evaluation reports on the same and/or any other similar documentary evidence to demonstrate the work.*
* **Applicants should demonstrate a track record of having implemented at least 5 youth-focused interventions, such as youth capacity building on SCP**. *Applicant to provide clear information on projects involving youth and the established intervention mechanisms. Applicant to provide website/webpages with information on above projects, and/or evaluation reports on the same and/or any other similar documentary evidence to demonstrate the work.*
* **Applicants should demonstrate experience of working with global, regional and national youth organizations and/or networks. Experience with ither key stakeholders (e.g governments, private sectors actors, local communities) will be an advantage.***Applicant to provide clear information on projects involving key stakeholders and the established consultation mechanisms. Applicant to provide website/webpages/award of contracts/letter of completion from the clients with information on above projects, and/or evaluation reports on the same and/or any other similar documentary evidence to demonstrate the work.*
* **Applicants should present** **at least three years of independently audited financial statements**. *The applicant will be required to submit proof of their financial statements.*
* Experience working with the United Nations is an asset.

OPN reserves the right to carry out reasonable due diligence, including contacting references provided and other third parties to confirm the eligibility of respondents, and may refuse to award the grant to a participant if there is suspicion of any irregularity, fraudulent activities, etc.

Note: Youth-led organizations that focus on gender and persons with disabilities that meet the eligibility criteria are encouraged to apply.

1. **Grant agreement**

One youth-led organization will be selected and receive the following support:

* **Financial support**: The maximum possible grant is an equivalent of **USD 15,000.00** paid on the UN exchange rate of the date.
* **Technical support and assistance:** The selected organization will receive technical support to refine, develop and implement their ideas up to one year following the selection date.

1. **Selection process**

The selection of the youth-led organization will be as per the following steps:

1. Interested organizations should first review the eligibility and selection criteria.
2. After establishing their eligibility to apply, interested organizations should submit their proposal using the template provided (refer to section 10 – How to apply) **by March 3rd, 2025** **midnight CET**, detailing their project ideas.
3. Proposals will be assessed based on the evaluation criteria (refer to section VIII) and the highest ranked organization will be selected, i.e. will receive financial and technical support from the OPN team to implement its project ideas during the year following the selection date.
4. **Evaluation criteria**

In addition to the eligibility criteria of the youth-led organization, the proposals will be assessed and selected based on the evaluation criteria below.

**Relevance:**

* The extent to which the project ideas align with the call for proposal’s objective to support the implementation of SDG 12 on sustainable consumption and production, drive measurable change in high-impact sectors, leverage the power of digital means to enhance skills development, drive community engagement and trigger a massive movement of change among youth and beyond.

**Feasibility**

* The extent to which the solution is technically and economically feasible, and can be done in a simple, measurable, achievable, realistic way and within a time-bound period.

**Capacity and Experience**

* The organization’s experience working on sustainable production and consumption, particularly with young people, on topics such as food systems, sustainable lifestyles and skills, consumer information, etc.
* The organization’s capacity working in areas related to youth-focused interventions, including but not limited to: capacity building, training, global online campaigns, etc.

**Innovation**

* The urgency of the problem and the creativity of the proposed solution, i.e. the extent to which the solution adopts unique and new approaches, tools and methodologies, leveraging digital means.

**Potential for impact and scalability for replication**

* The extent to which the project will maximize scale and impact, effectively and efficiently benefit youth and bring the desired impact for youth, ie. increased awareness, engagement and mobilization on SCP-related issues.
* The extent to which the project demonstrates sustainability and potential for replication and scalability after the completion of the project.

**Collaboration and partnerships:**

* The extent to which the proposals outline strategic partnership with regional governments, private sector actors and other relevant stakeholders.

1. **Timeline**

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| No | Activity | Timeline |
| 1 | Launch of the call for proposals | January 28, 2025 |
| 2 | Deadline for submission of project ideas | March 3, 2025 |
| 3 | Announcement of selected youth organization | March 23, 2025 |
| 4 | Signing of grant agreement | March 27, 2025 |

1. **How to apply**

Eligible youth-led organizations that meet the criteria are invited to submit their project ideas using the template below:

* [Grant application template,](https://unitednations.sharepoint.com/:w:/r/sites/UNEP-ECD-RM-10YFP/_layouts/15/Doc.aspx?sourcedoc=%7B64dfb8f9-116e-428c-9392-7fe55b9e3920%7D&action=edit&wdPreviousSession=90345b23-3939-4f3e-a1ec-2f2b1c4b4c69)
* [Budget template,](https://unitednations.sharepoint.com/:x:/r/sites/UNEP-ECD-RM-10YFP/_layouts/15/Doc.aspx?sourcedoc=%7B5EADE12A-0334-47B2-8680-4F185B2AD7E6%7D&file=Budget%20Template_One%20Planet%20Network_Call%20for%20Proposals_2025.xlsx&action=default&mobileredirect=true)
* [Signed Not-for-Profit Full Partner Declaration](https://unitednations.sharepoint.com/:w:/r/sites/UNEP-ECD-RM-10YFP/_layouts/15/Doc.aspx?sourcedoc=%7B8C78AFFD-B5D3-41F1-B9DF-E50151924B68%7D&file=4.%20Non-For-Profit%20Partner%20Declaration.docx&action=default&mobileredirect=true)

The proposal must be submitted in **English in PDF by email to** [**oneplanet@un.org,**](mailto:manon.sennechael@un.org) with the subject “OPN Application, [Your organization name] **before midnight CET on March 3rd, 2025.**

**Late or incomplete applications will not be accepted. Only applications that use the provided template will be accepted.**

1. **Deadline**

Midnight CET, March 3rd, 2025

1. Oslo Symposium, Roundtable on Sustainable Production and Consumption, 1994 [↑](#footnote-ref-30307)
2. <https://news.un.org/en/story/2023/07/1138897> [↑](#footnote-ref-26327)
3. https://www.un.org/fr/desa/youth-can-lead-drive-set-world-course-more-sustainable-future#:~:text=As%20conscious%20consumers%2C%20young%20people,foster%20a%20resource%2Defficient%20economy. [↑](#footnote-ref-23769)
4. https://switch-asia.eu/site/assets/files/3428/role\_of\_youth\_in\_sustainable\_consumption\_and\_production\_scp\_v5.pdf [↑](#footnote-ref-10920)
5. Responding to the UNEA 6.8 Resolution adopted by the United Nations Environment Assembly on 1 March 2024. [↑](#footnote-ref-18260)
6. “Youth-led" refers to organizations with youth leading the trustee’s board/management committee and/or other decision-making structures. In addition, a young person aged 15-35 must be the project coordinator, playing a principal role in the design, implementation, monitoring and expansion of the project. [↑](#footnote-ref-14288)